

RETAIL REPRESENTATIVE PERFORMANCE STANDARDS

ADMINISTRATION AND COMMUNICATION

Exceeds Expectations

- Communicates creative ideas and observations readily and openly to peers, Sales Reps, and management, and encourages others to do the same.
- Consistently and accurately reports in-store activities as they relate to job accountabilities.
- Consistently and accurately updates account profile information.
- Consistently and effectively develops call routing schedule and ensures coverage and call count objectives are achieved.
- Demonstrates consistency in ordering and maintaining adequate supply of sales materials to achieve account objectives.
- Continuously evaluates RJR's and competitor programs and willingly communicates feedback and recommendations to appropriate personnel.
- Accurately completes and returns store surveys, and handles administrative accountabilities in a timely manner.

Fully Meets Expectations

- Communicates ideas and observations openly.
- Accurately reports in-store activities.
- Accurately updates account profile information.
- Provides recommendations for call routing schedule and ensures coverage and call count objectives are achieved.
- Orders and maintains adequate supply of sales materials to achieve call objectives.
- Evaluates results of RJR promotions and programs and communicates feedback and recommendations to appropriate personnel.
- Accurately completes and returns store surveys, and handles administrative accountabilities in a timely manner.

Meets Minimum Expectations

- Communicates, but only when prompted.
- Reports in-store activities.
- Updates account profiles.
- Achieves coverage and call count objectives.
- Maintains sales materials in an organized manner.
- Provides feedback on results of RJR promotions to appropriate personnel.
- Submits store survey and completes administrative accountabilities.

Fails to Meet Expectations

- Does not communicate ideas and observations.
- Inconsistently reports in-store activities.
- Inconsistently updates account profile information.
- Fails to achieve divisions objectives on coverage and call count.
- Fails to maintain adequate supply of sales materials to achieve call objective.
- Inconsistently provides feedback on results of RJR promotions to appropriate personnel.
- Inconsistently completes store surveys and handling of administrative accountabilities.